



ZOOMARK 2017
INTERNATIONAL



Press Release

**ZOOMARK IN CHINA: SUCCESS FOR THE ITALIAN DELEGATION AT "CIPS 2016"
THE CHINESE COMPANY GIE PRESENTS
ZOOMARK WITH THE "STRATEGIC PARTNER AWARD"**

The Zoomark International delegation to China proved a great success. For the first time, an Italian delegation organized by Zoomark International took part in the China International Pet Show (CIPS) - Asia's largest trade fair devoted to products for dogs, cats, fish, birds, rodents and other small pets - recently held in Guangzhou (Canton). The companies present in the "Made in Italy" pavilion (Adragna Alimenti Zootechnici Srl, Agras Delic SpA, Effeffe Petfood SpA, Iv San Bernard Srl and Manitoba Srl) had the opportunity to present their products and take part in B2B meetings with key Asian and international buyers. The Italian Pavilion was also visited by the Consul General of Italy in Canton, Laura Egoli, and the director of the local ICE office, Paul Quattrocchi, and both expressed their appreciation for this promotional initiative in China.

"CIPS 2016" also saw the presentation of the programme for "Zoomark 2017", the most important trade show in Europe in odd years, staged by BolognaFiere and scheduled to run from 11 to 14 May 2017 in the trade fair centre in Bologna (Italy). The China Great Wall International Exhibition Company (GIE) that organised the trade fair in Guangzhou also presented Zoomark International with its prestigious "Strategic Partner Award", confirming the strategic role of the Bologna show, and in recognition of the growing number of Chinese companies now taking part in Zoomark thanks to the support of the Chinese Pavilion.

Bologna, 24 November 2016

Zoomark International, the most important trade show in Europe in odd years, will take place from 11 to 14 May 2017 in Bologna (Italy). It is organized by BolognaFiere. The extremely successful 2015 event welcomed 615 exhibitors, of which 394 were foreign, from 35 countries, in an area of 45,000 sqm. The fair attracted a total of 22,299 visitors: 15,526 Italian and 6,773 foreign buyers (up 15% compared to the previous event in 2013) from 85 countries. For further information, visit www.zoomark.it.

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